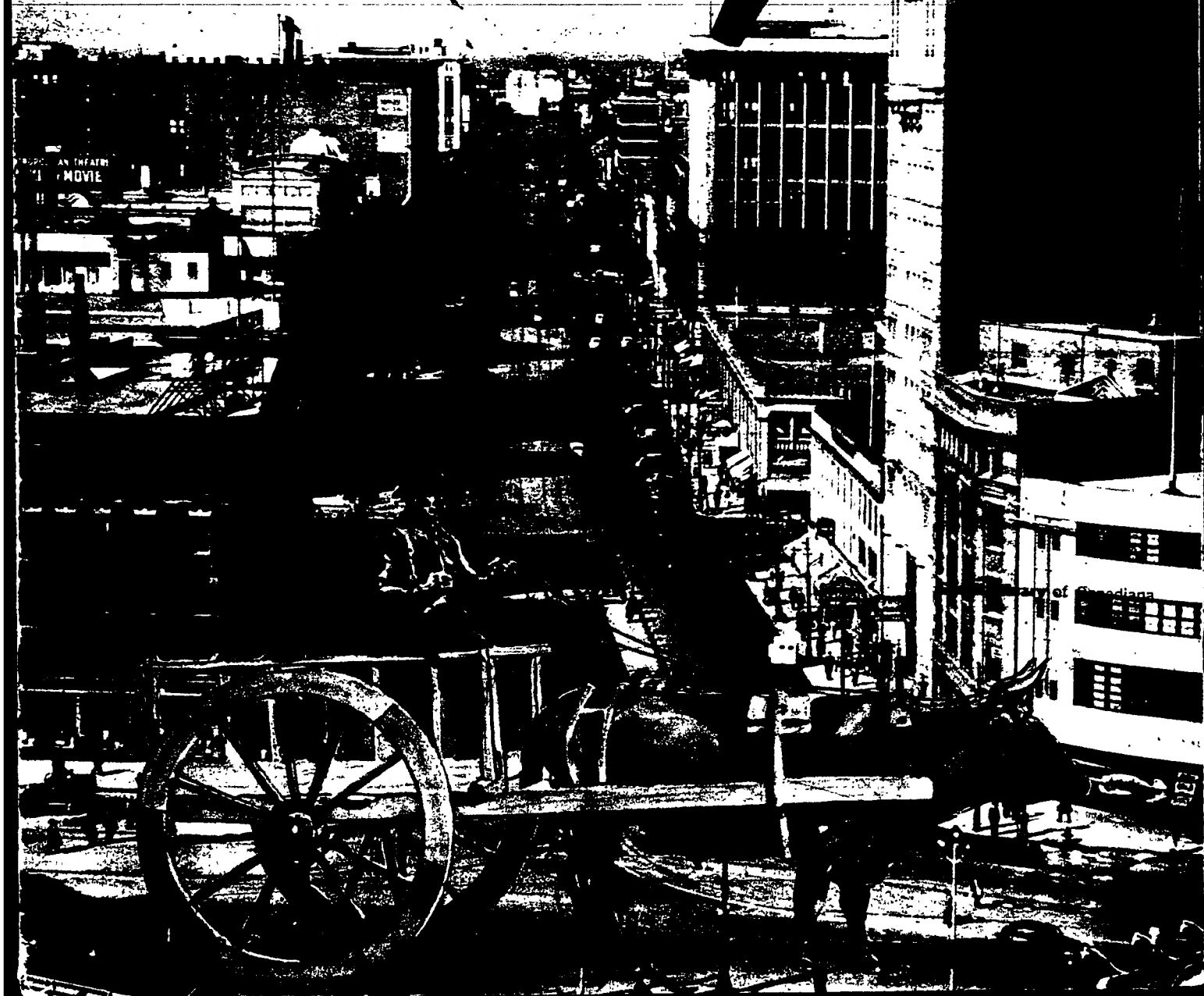


*Manitoba*  
**GREATER**

Manitoba. Dept. of  
+ Natural Resources. Travel  
+ Publicity Bureau

# Winnipeg



# Greater Winnipeg Welcomes You!

A MESSAGE FROM HON. J. S. McLELLIN, M.P.



DEPARTMENT OF MINES AND TECHNICAL SURVEYS  
TRAVEL AND PUBLICITY BUREAU  
WINNIPEG

OFFICE OF  
THE MINISTER

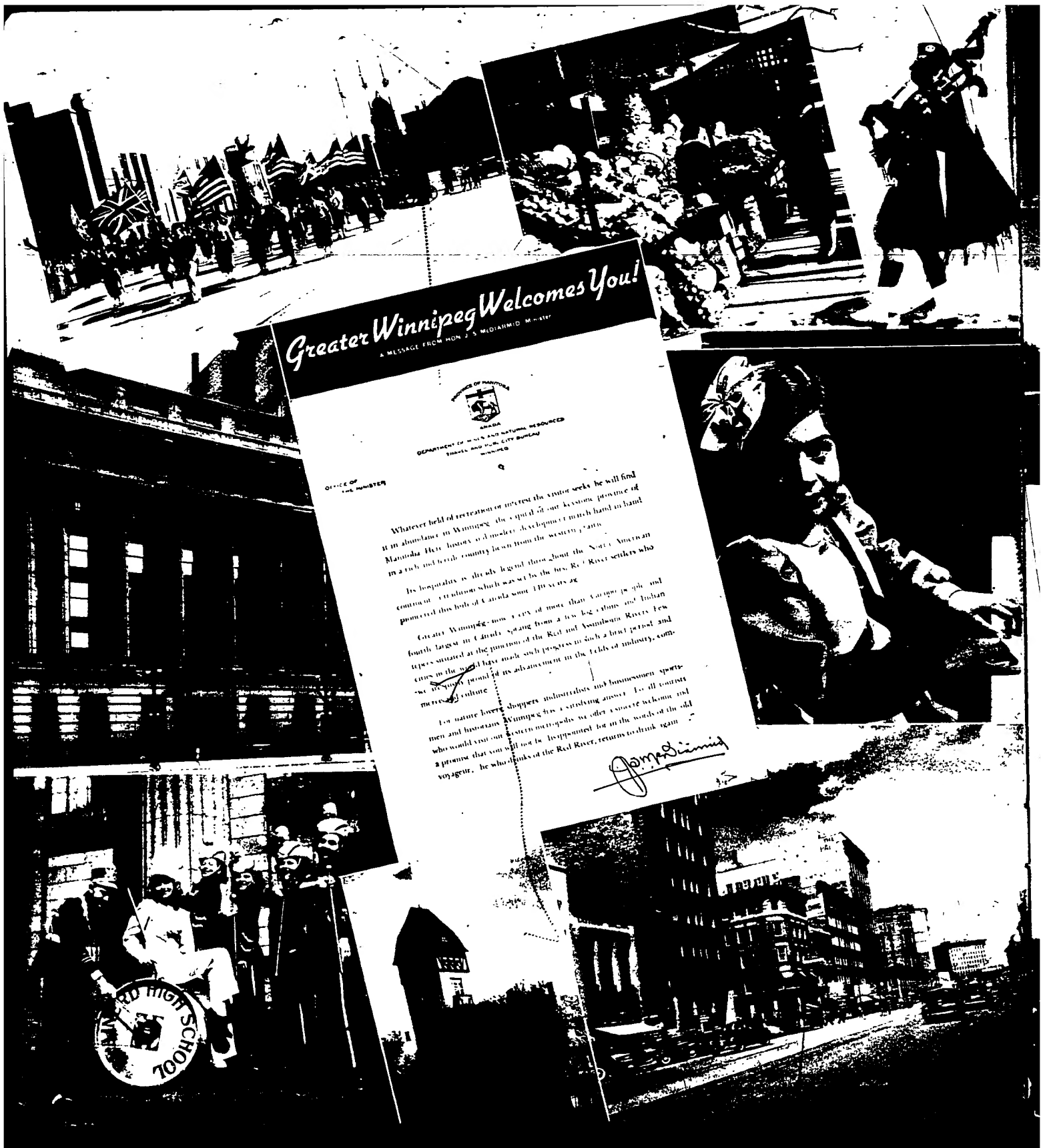
Whatever field of recreation or interest the visitor seeks he will find it in abundance in Winnipeg, the capital of our western province of Manitoba. Here history and modern development march hand in hand in a rich and fertile country drawn from the western prairie.

Its hospitality is already legend throughout the North American continent, a tradition which was set by the first Red River settlers who pioneered this hole of Canada some 140 years ago.

Greater Winnipeg, now a city of more than 400,000 people, and fourth largest in Canada, sprang from a few log cabins and Indian camps situated at the junction of the Red and Assiniboine Rivers. Few cities in the world have made such progress in such a brief period and we are proud of its advancement in the fields of industry, commerce and culture.

For nature lovers, shoppers, industrialists and businessmen, sportsmen and historians, Winnipeg has a satisfying answer. For all tourists who would visit our western metropolis we offer a sincere welcome and a promise that you will not be disappointed for in the words of the old voyageur, "he who drinks of the Red River, returns to drink again."

*J. S. McLeLLin*



# A City of Spires . . .

Scores of churches of different denominations are found in Greater Winnipeg. Stately towers and beautifully fine architected places of worship rise above the city's skyline . . . indeed, a city of spires.



## ACROSS THE RIVER . . .

can be seen Whittier's "Turrets Twain" of the St. Boniface Cathedral.



## "RALPH CONNOR'S CHURCH" . . .

St. Stephen's-Broadway, where the world-famed author of "BLACK ROCK" and "THE MAJOR," led his congregation in prayer for many years.

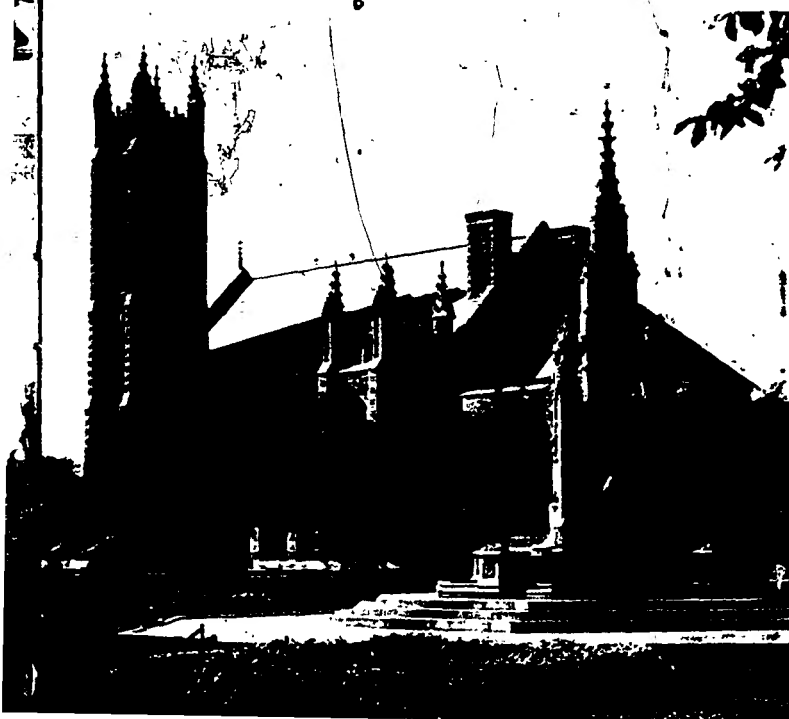
## REACHING TO THE SKY . . .

with filigreed fingers is Knox Church, a landmark in the down-town area.



## OF SOLEMN BEAUTY . . .

is the east window of the old Winnipeg garrison church of "All Saints" as it throws its multi-colored light over the interior of the church.





## *Monuments and Public Buildings . . .*

### THE GROTTO OF ST. BONIFACE . . .

Here, in serenity  
stands an exact replica  
of the world famous  
grotto of Notre Dame  
de Lourdes.

### CENOTAPH . . .

in memory of the men  
who fought for our  
freedom and fell.



### SMOOTH, COOL ARCHITECTURE . . .

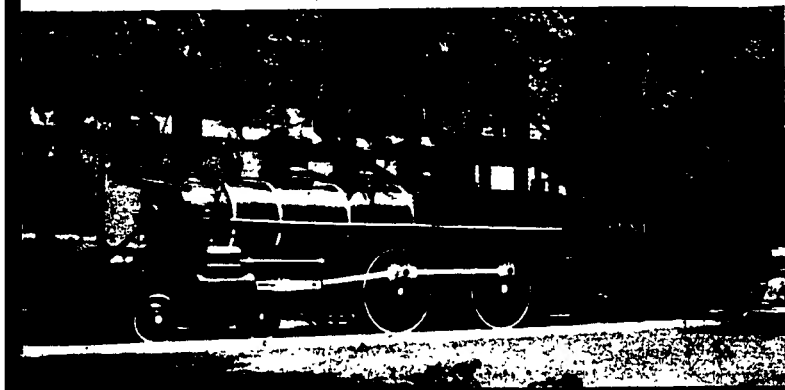
marks the Civic Auditorium. A home  
of celebrities, and a temple for art  
lovers, the modern building faces the  
city's memorial boulevard.

### THE WEST'S OLD IRON HORSE . . .

stabled in quiet retirement among trees and grassland, still within  
earshot of the rushing trains, stands the Countess of Dufferin. Win-  
nipeg's first engine which arrived in 1877 by bargg.

### A RENOWNED HALL OF LEARNING . . .

is the Manitoba university. Young in comparison with other great  
schools, the western university has already been acknowledged as  
one of the finest in Canada.

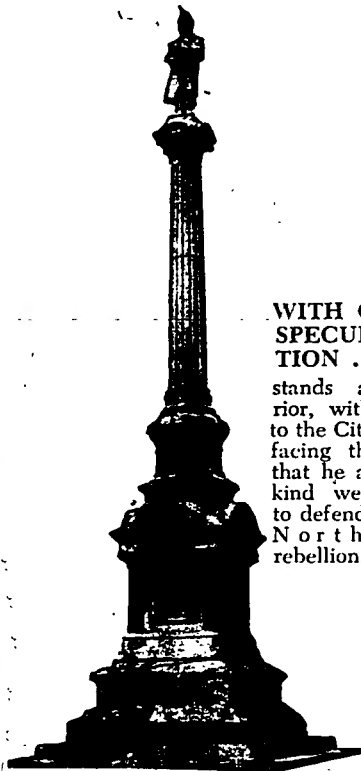


### SYMBOLIC . . .

structure of the strength, will, and vigour of the province, the Manitoba Legislative building rises over the capital city. Surmounted by its famed "Golden Boy," the building sweeps down to velvet lawns, colorful gardens and handsome trees and into the very heart of the city itself.

### WITH CALM SPECULATION . . .

stands a warrior, with back to the City Hall, facing the city that he and his kind went out to defend in the Northwest rebellion.



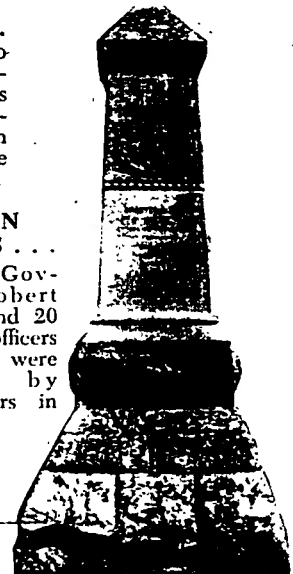
### LA VERENDRYE

#### LA VERENDRYE . . .

the intrepid explorer who pushed his way west to the unknown land more than 200 years ago. Braving elements and hardships, he arrived at the junction of the Red and Assiniboine rivers on September 24, 1738.

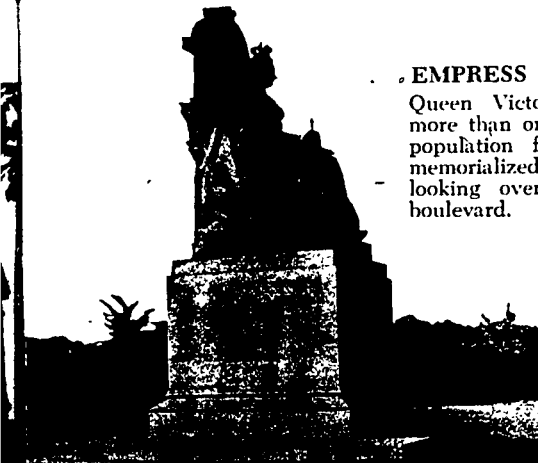
#### SEVEN OAKS . . .

where Governor Robert Semple and 20 of his officers and men were massacred by fur traders in 1816.



### EMPERESS . . .

Queen Victoria, who reigned over more than one quarter of the world's population from 1837 to 1901, is memorialized here in her state regalia looking over the city's memorial boulevard.



### OLD FORT GARRY GATE . . .

all that remains of the old fort which stood sentinel on the banks of the Winnipeg rivers, ready to shelter and protect the settlers against their natural and human enemies.



## Recreation . . .

no matter if you are an art lover, a sportsman or mainly interested in sight-seeing. Whatever your taste Winnipeg is able to play host to your desires.

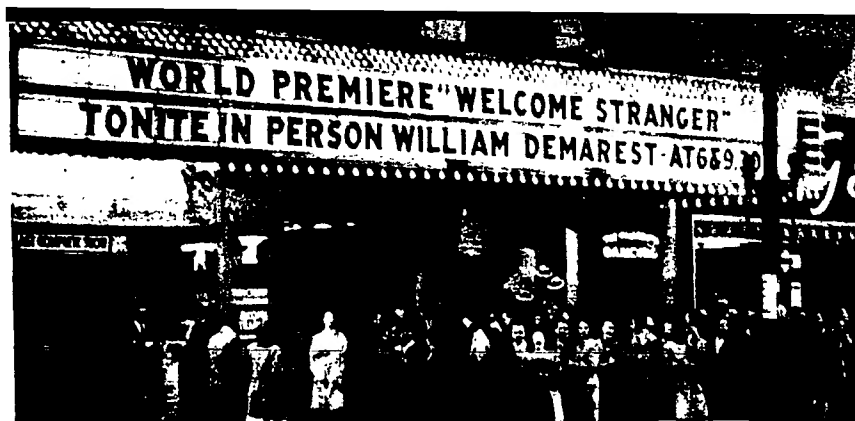
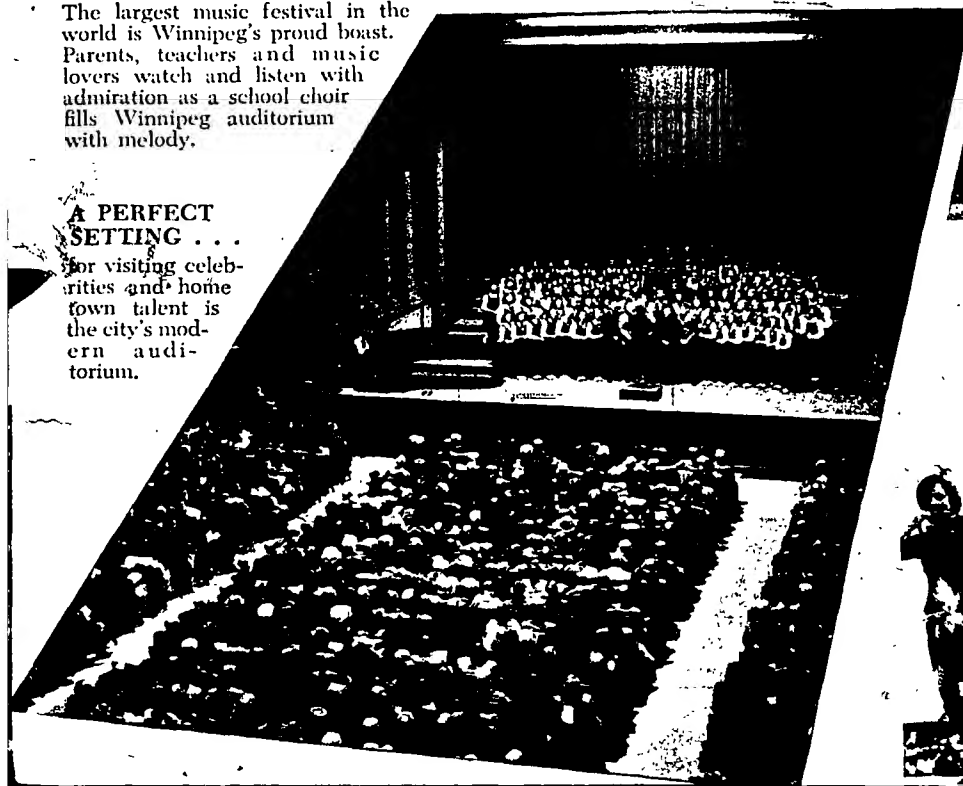


### A CITY SINGS . . .

The largest music festival in the world is Winnipeg's proud boast. Parents, teachers and music lovers watch and listen with admiration as a school choir fills Winnipeg auditorium with melody.

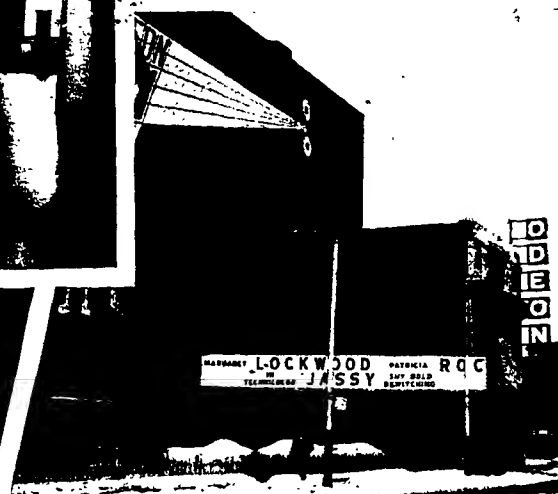
### A PERFECT SETTING . . .

For visiting celebrities and home town talent is the city's modern auditorium.



### THEATRES . . .

by the score can be found in Winnipeg, long noted for its large following of the silver screen.



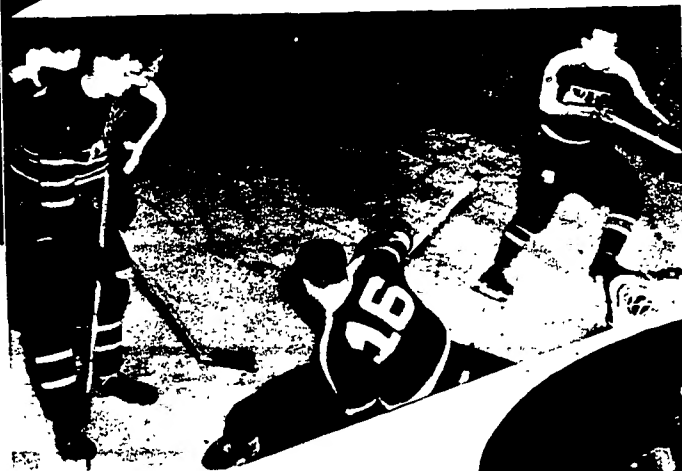
### TRADITIONAL . . .

highland dances and games are still practised in Winnipeg—a memento of the early Scottish settlers.



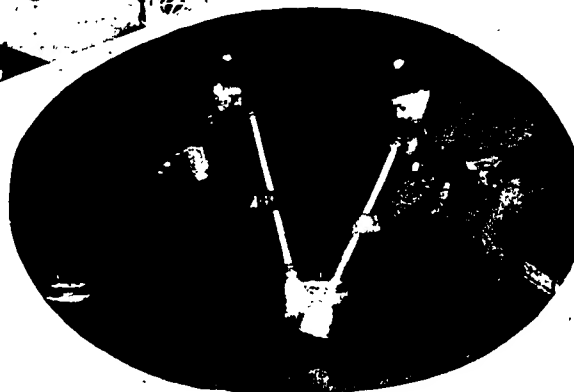
## and Sports . . .

**RUGBY FOOTBALL . . .**  
fans have no lack of excitement during the grid season.



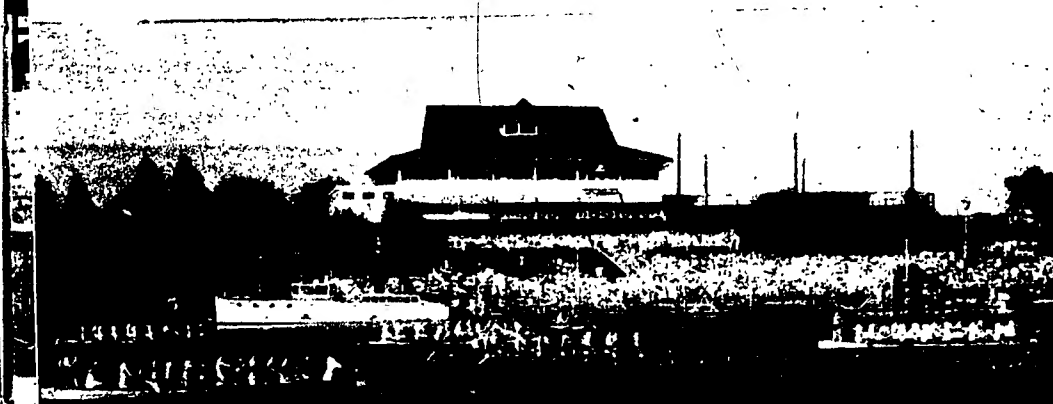
### CANADA'S OWN GAME . . .

Hockey leagues of all age groups go into action during the winter months.



### THE OLD RED RIVER . . .

of poem and song, provides perfect conditions for the city's many keen sportsmen:



**GOLFING GREATS . . .**  
from the world over have played on Winnipeg's courses.



### WATCH THAT ROCK . . .

Home of the world's biggest curling bonspiel, Winnipeg plays host to many an international gathering who follow the old sport.



## ***From Log Cabins . .***

have sprung homes of quiet dignity embodying architectural art imported from the world over. Family houses and family gardens which mean home to thousands of people in the cosmopolitan city.





## *City Drives...*

Under a network of leafy boughs, the visitor can enjoy some of the most picturesque driveways in Canada. Trees that have stood for centuries, trees that have been imported from other lands . . . and new strong trees synonymous with the growing and vigorous west all go to make up a beautiful parkland.



**NOT FAR FROM THE CITY CENTRE . . .**  
are avenues and streets softened and beautified  
by some of nature's finest handiwork.

**SUNSHINE AND SHADE . . .**  
beautifully blended, make walking  
or driving an equal pleasure.





## *Royal Visit of Their Most Gracious Majesties King George and Queen Elizabeth*

Under the terms of the charter granted to the Governor and Company of Adventurers of England trading into Hudson's Bay by His Majesty King Charles II in 1670, it was ordained that the company (now known as Hudson's Bay Company) should pay tribute to him, his heirs and successors "whenever the Reigning Sovereign should enter into His Territory of Rupert's Land."

Thus, on May 24, 1939, when King George VI visited Winnipeg, the governor and officers of the company gathered together on an historical site and "yielded and paid to His Majesty" two Elk Heads and two Black Beaver Skins with the "humble expression of our loyalty, love and affection, now and so long as we shall live . . ."

# Stores...



## CANADIAN FURS . . .

representative of an industry that has brought fame to the name of Manitoba. Indeed the history of the whole province and all its cities and towns is at one with furs.



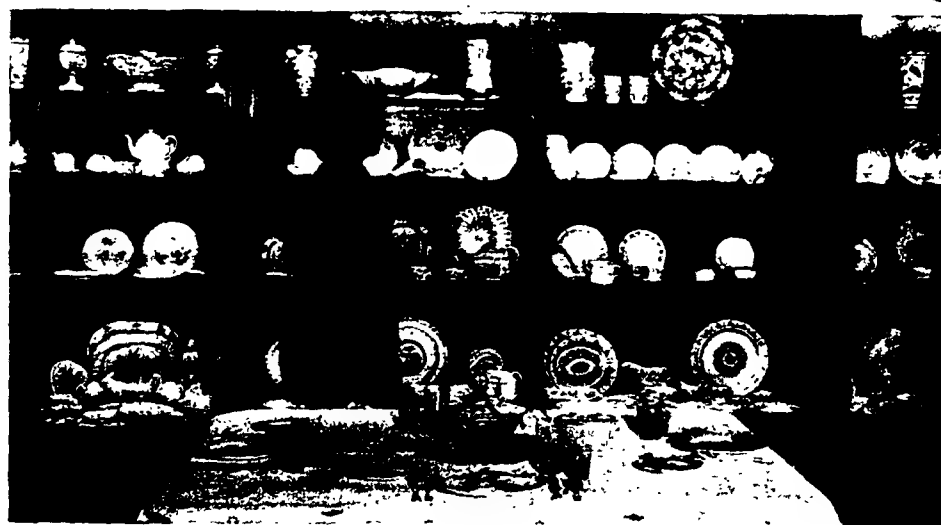
## A MAJOR ATTRACTION . . .

in Winnipeg is its scores of fine shops and stores. Shops designed for the shopper's convenience, filled to the brim with tantalizing objects. Fine wares have always made Winnipeg shops a major attraction for the visitor. Here you will find in both large, modern and luxurious stores, as well as quaint off-the-beaten-track shops, an abundance of treasures priced to suit everyman's budget.





✱  
 Magnificent displays of china and glassware imported from world famous English and European makers bring out the picturesque traditional patterns and modern designs to blend in one picture of intense beauty.



#### SPARKLING SILVERWARE . . .

the product of old Sheffield's world-famous silversmiths and Canada's own craftsmen.

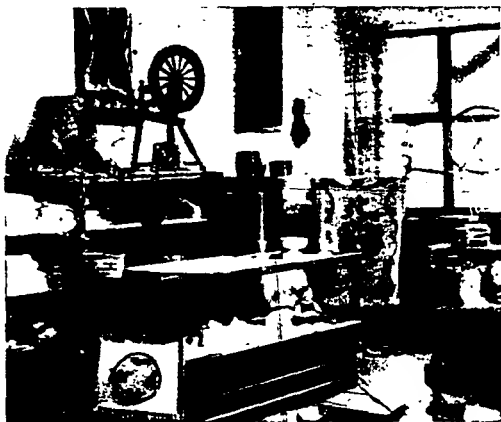
#### WORLD-FAMOUS BLANKETS . . .

colorful, romantic symbols of comfort, loomed to withstand Canada's rigorous northern climate.



# Craftsmanship . . .

is personified here by the Canadian Handicrafts Guild at 206 Paris Bldg. Working for the preservation and promotion of arts and crafts the organization has programmes throughout the Dominion. A "must" for every visitor.



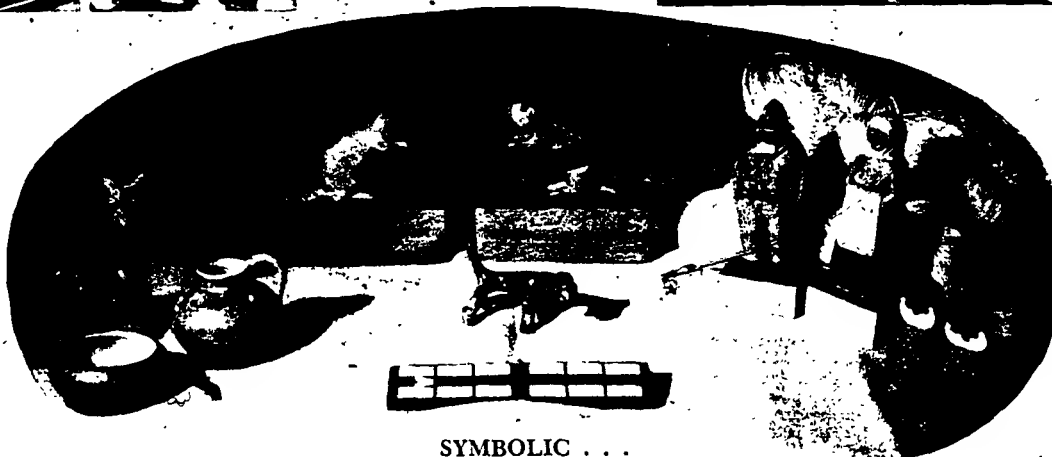
## WEAVING . . .

An art which has never been forgotten, is still practised here, turning out beautiful, useful and necessary designs and work.



## AGAINST A BACK-GROUND OF THE OLD SPINNING WHEEL . . .

can be seen a score of hand made items, useful for souvenirs, useful for living—all made by hand by local craftsmen and craftswomen.

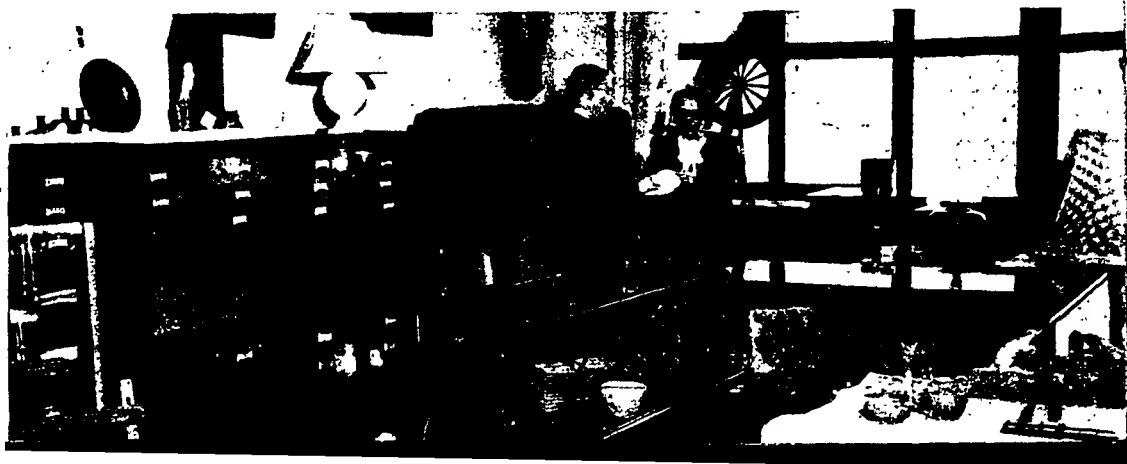


## SYMBOLIC . . .

of the new west are the hand carved figures displayed of the beaver and the settlers.

## PRICELESS . . .

needlework, and coveted plaids reflect care and art exerted by the makers.



# Hotels...

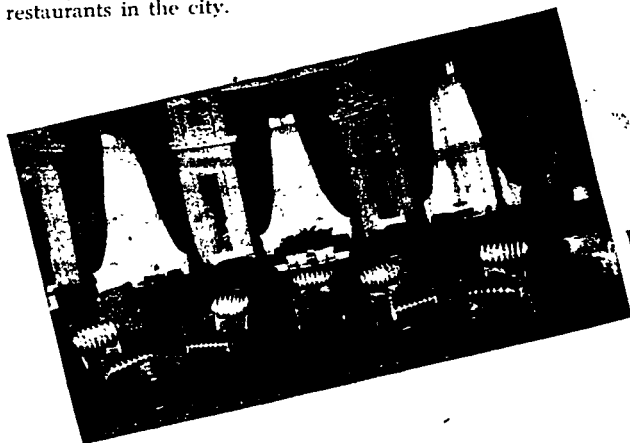
A choice of fine hotels awaits the visitor to Winnipeg. Standing in the centre of the travel systems of our Dominion, Winnipeg has developed the true art of playing host.



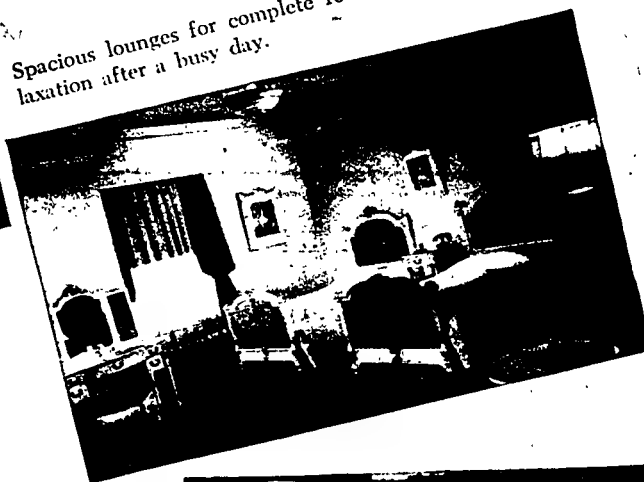
Dignity and efficiency combine to make the visiting epicure enjoy his visit to many of the fine hotels and restaurants in the city.



The tourist will find accommodation of a distinctive character within easy distance of the city's many attractive shopping centres.

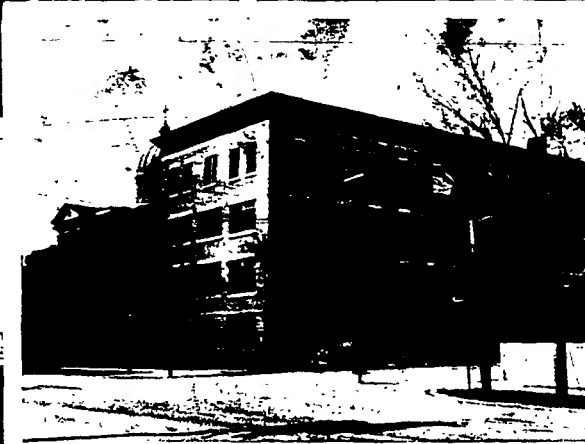


Spacious lounges for complete relaxation after a busy day.



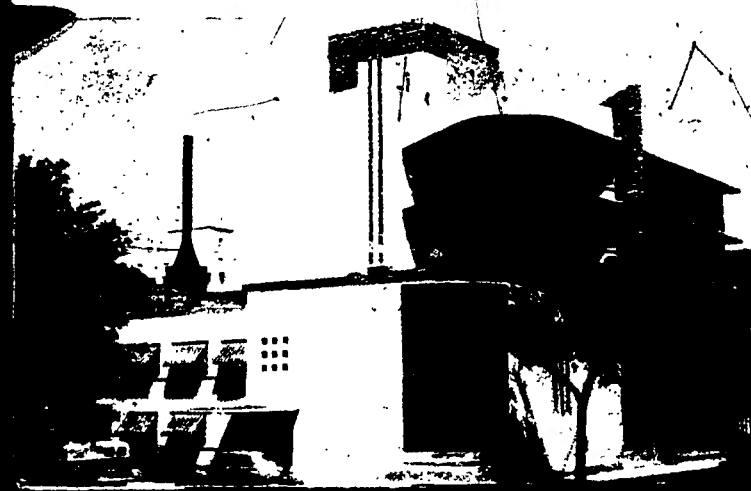
A stylized and unusual bed-sitting room high above the city streets.





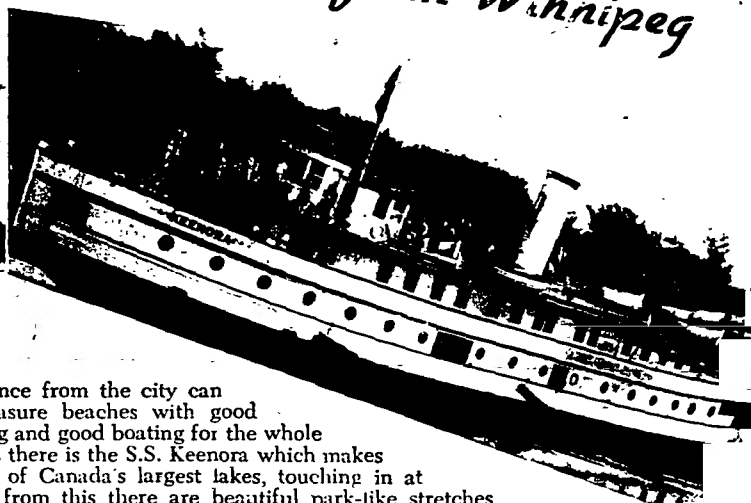
### BEYOND PRICE . . .

The health of her citizens is Greater Winnipeg's special care, ministered to by many fine hospitals and modern medical clinics.



Short Trips . . .

. . . from Winnipeg



Only a short distance from the city can be found numerous pleasure beaches with good accommodation, good swimming and good boating for the whole family. For those who like longer trips there is the S.S. Keenora which makes regular tours around Lake Winnipeg, one of Canada's largest lakes, touching in at many historical and interesting points. Apart from this there are beautiful park-like stretches of country and rolling farmlands scattered in every direction out of Winnipeg.

## Winnipeg's Hotels . . .

are among the finest in the country, and will be found to be handy to shopping and business centres. Rates are scheduled to suit the purse of every visitor. There are tourist camps on the outskirts of the city for those who prefer them.

For your convenience many other amenities exist, such as service stations with modern and clean rest rooms, information booths situated in many of the larger stores, and free distribution of maps and folders embodying information and interesting facts about Winnipeg and its surrounding country.

### Service Clubs

The following list shows the telephone number of some of Winnipeg's Service Clubs:

BLACKSTONE CLUB	92 755
CHAMBER OF COMMERCE	922 111
JUNIOR CHAMBER OF COMMERCE	922 111
CANADIAN CLUB	923 227



## Facts OF INTEREST

Ninety per cent of tourists come into our country on rubber wheels, including those who travel by bus. Between 75 and 85 buses converge upon Winnipeg daily, including three buses from the United States. The larger figure covers buses making more than one run into the city each day.

Canadian National Railways report 20 trains into Winnipeg daily, including two American trains.

Canadian Pacific Railway report 17 trains in daily, including one train from Minneapolis.

Stevenson Airport reports 10 planes in and 10 planes out daily, including two in and two out from the United States.

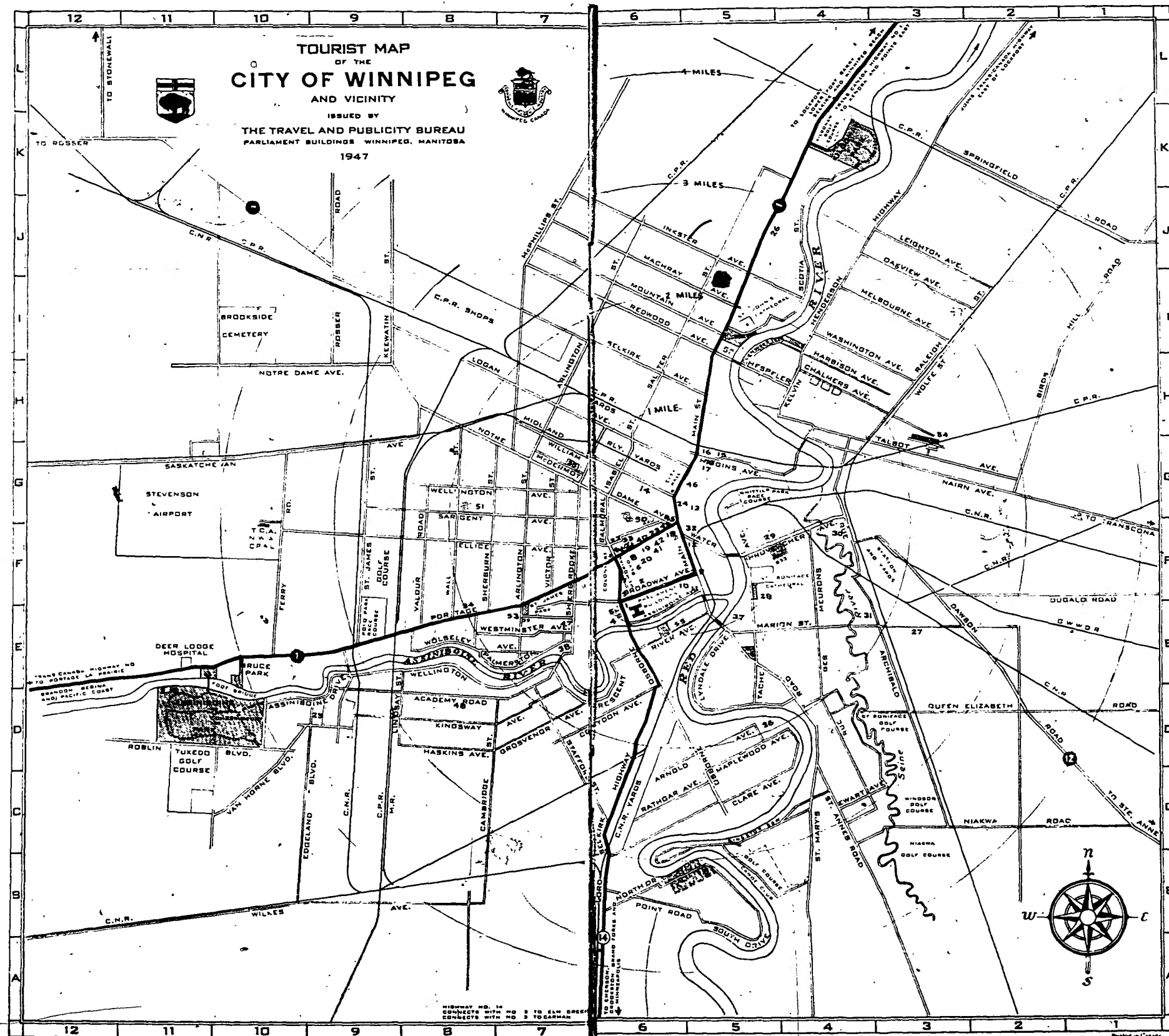
## and Service Clubs

CANUCKEENA CLUB	928 521
COSMOPOLITAN CLUB	904 240
EAGLES CLUB—(Fraternal Order)	925 908
EMPIRE CLUB	927 373
GRIFFONS CLUB	723 960
GYRO CLUB	404 453
KINSMEN CLUB	928 008
KIWANIS CLUB	922 727
LIONS CLUB	51 773
OPTIMIST CLUB	64 804
ROTARY CLUB	922 058
WINNIPEG FLYING CLUB	62 981
MOTOR COUNTRY CLUB	925 725
WINNIPEG HANDICRAFT GUILD	923 284
"THE TRADING POST"	
205 Enderton Building	926 991



## Key to Points of Interest

- |                                |     |
|--------------------------------|-----|
| 1 Travel & Publicity Bureau    | F-6 |
| 2 Law Courts                   | F-6 |
| 3 University (Junior Division) | F-6 |
| 4 Amphitheatre Rink            | E-6 |
| 5 Granite Tourist Camp         | E-6 |
| 6 Civic Auditorium             | F-6 |
| 7 Cenotaph                     | F-6 |
| 8 Hudson's Bay Co. Store       | F-6 |
| 9 Union Station (C.N.R.)       | F-5 |
| 10 Fort Garry Hotel            | F-5 |
| 11 Old Fort Garry Gate         | F-5 |
| 12 Dominion Public Building    | F-5 |
| 13 Winnipeg Grain Exchange     | G-5 |
| 14 Public Library              | G-6 |
| 15 C.P.R. Station              | G-5 |
| 16 Royal Alexandra Hotel       | G-5 |
| 17 "Countess of Dufferin"      | G-5 |
| 18 General Post Office         | F-6 |
| 19 Eaton's Store               | F-6 |
| 20 Bus Depot                   | F-6 |
| 21 Y.M.C.A.                    | F-6 |
| 22 Y.W.C.A.                    | F-6 |
| 23 Marlborough Hotel           | G-6 |
| 24 Wheat Pool Building         | G-6 |
| 25 Fort Osborne Barracks       | D-9 |
| 26 Seven Oaks Monument         | J-5 |
| 27 Union Stockyards            | E-4 |
| 28 La Verendrye Monument       | F-5 |
| 29 St. Boniface Hotel de Ville | F-5 |
| 30 Grotto of Lourdes           | F-4 |
| 31 Riverwood Cabin Camp        | E-4 |
| 32 Radio Station CKY           | F-5 |
| Studios in Telephone Bldg.     |     |



## Key to Points of Interest

- |                                     |      |
|-------------------------------------|------|
| A33 Radio Station CJOB              | F-6  |
| Studios in Lindsay Bldg.            |      |
| B33 Radio Station CKSB              | F-4  |
| Studios, Aulneau St., St. Boniface. |      |
| 33 Radio Station CKRC               | F-6  |
| Studios in Free Press Bldg.         |      |
| 34 R.C.M.P. Headquarters            | E-8  |
| <b>HOSPITALS:</b>                   |      |
| 35 General Hospital                 | G-7  |
| 36 King George Hospital             | D-5  |
| 37 St. Boniface Hospital            | E-5  |
| 38 Misericordia Hospital            | E-7  |
| 39 Grace Hospital                   | E-7  |
| <b>THEATRES:</b>                    |      |
| 40 Capitol—Portage & Donald         | F-6  |
| A40 Odeon—Smith at Ellice           | G-6  |
| 41 Metropolitan—Donald St.          | F-6  |
| 42 Lyceum—Portage Ave.              | F-6  |
| 43 Garrick—Garry St.                | F-6  |
| 44 Gaiety—Portage at Colony         | F-6  |
| 45 Rio—Notre Dame Ave.              | G-6  |
| 46 Beacon—Main St.                  | G-6  |
| 47 Tivoli—Maryland St.              | E-7  |
| 48 Uptown—Academy Road              | D-8  |
| <b>PARKS:</b>                       |      |
| 50 Central                          | G-6  |
| 51 Sargent (Athletic)               | G-8  |
| 52 St. John's                       | I-5  |
| 53 St. James                        | E-7  |
| 54 King Edward                      | G-3  |
| 55 Fort Rouge                       | E-6  |
| Kildonan                            | K-4  |
| Assiniboine                         | D-10 |
| and many others                     |      |
| Public Parks                        |      |

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*Greater Winnipeg  
Scenes...*

